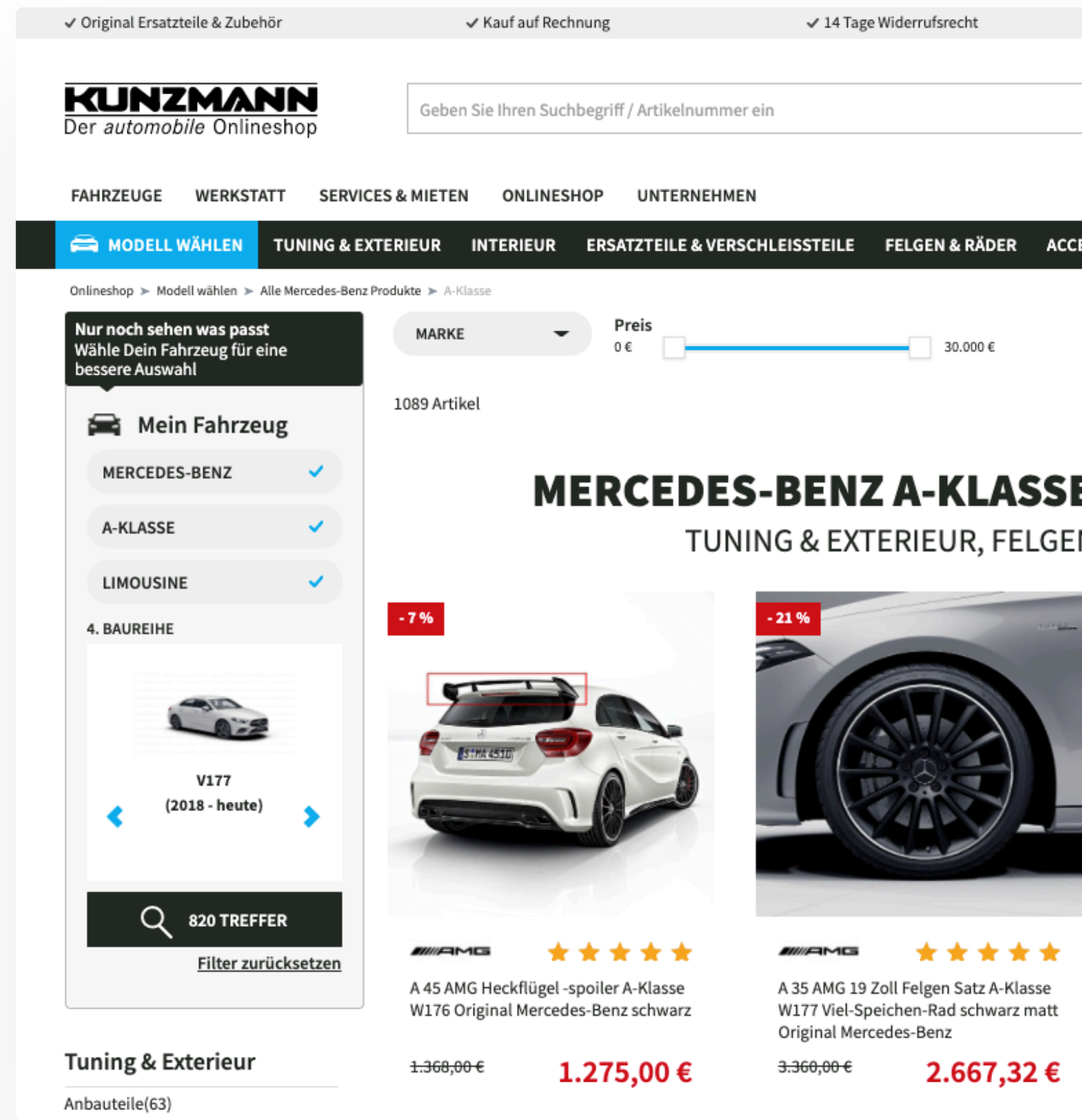
Recombee

KUNZMANN
Die *neue* Service-Dimension

Autohaus Kunzmann success story with Recombee

Personalization of Customer Experience Yields Dividends for Autohaus Kunzmann

E-commerce Product Recommendations



Recombee & Complex IT Partnership for Autohaus Kunzmann

In cooperation with our integration partner Complex, Recombee provides product recommendations to Autohaus Kunzmann - one of the most popular automotive car dealer e-commerce platforms in Germany.

The renowned platform has several thousand first places in SERPs as the go-to shop for tuning, interior, original parts, tires, and wheels for renowned car brands.

Application of Recombee's advanced solution based on Complex's valuable market know-how led to a significant increase in shopping cart volume, click-through rate, and conversion rate. Our fully AI-driven recommendations also provided truly better metrics such as time after search, search depth, and drop in bounce rate.

14% Increase

in conversion rate

8% Increase

in shopping cart volume

8% Increase

in click-through rate

About Complex

With 35 years of rich experience in software development, Complex is an internationally renowned strategic business partner based in Aschaffenburg, Germany.

The team specializes in cross-sector e-business strategies, future-oriented trends, and developments. Complex assists their customers in numerous areas starting with analyzing their own processes all the way up to the implementation of highly individual ERP and CRM systems which are produced and maintained in their house.

About Kunzmann

Established in 1935, the Kunzmann dealership transformed into one of the strongest e-commerce platforms focused on automotive and became a far-reaching employer in the region, recruiting over 1000 employees and 180 trainees every year.

Their offer consists of a wide range of products such as tuning, exteriors/interiors, replacement parts & wear parts, tires & wheels, and accessories from reputed brands such as Mercedes-Benz, Brabus, Lorinser, Volkswagen, Smart, and AMG.

Situation

A large number of interactions.

Customers distracted from their actual interest by other products listed in the online shop and thus leaving prematurely.

CMS pages consist of a selection of many modules that can be configured and placed freely.

Requirements

Personalization based on user behavior insights and product attributes.

Recommendation of complementary products (cross-sell).

Set the relevance of the respective products and their display order.

Real-time response in large traffic.

Solve the cold start problem.

More than **20 scenarios with fully AI-driven recommendations** on different parts over the website.

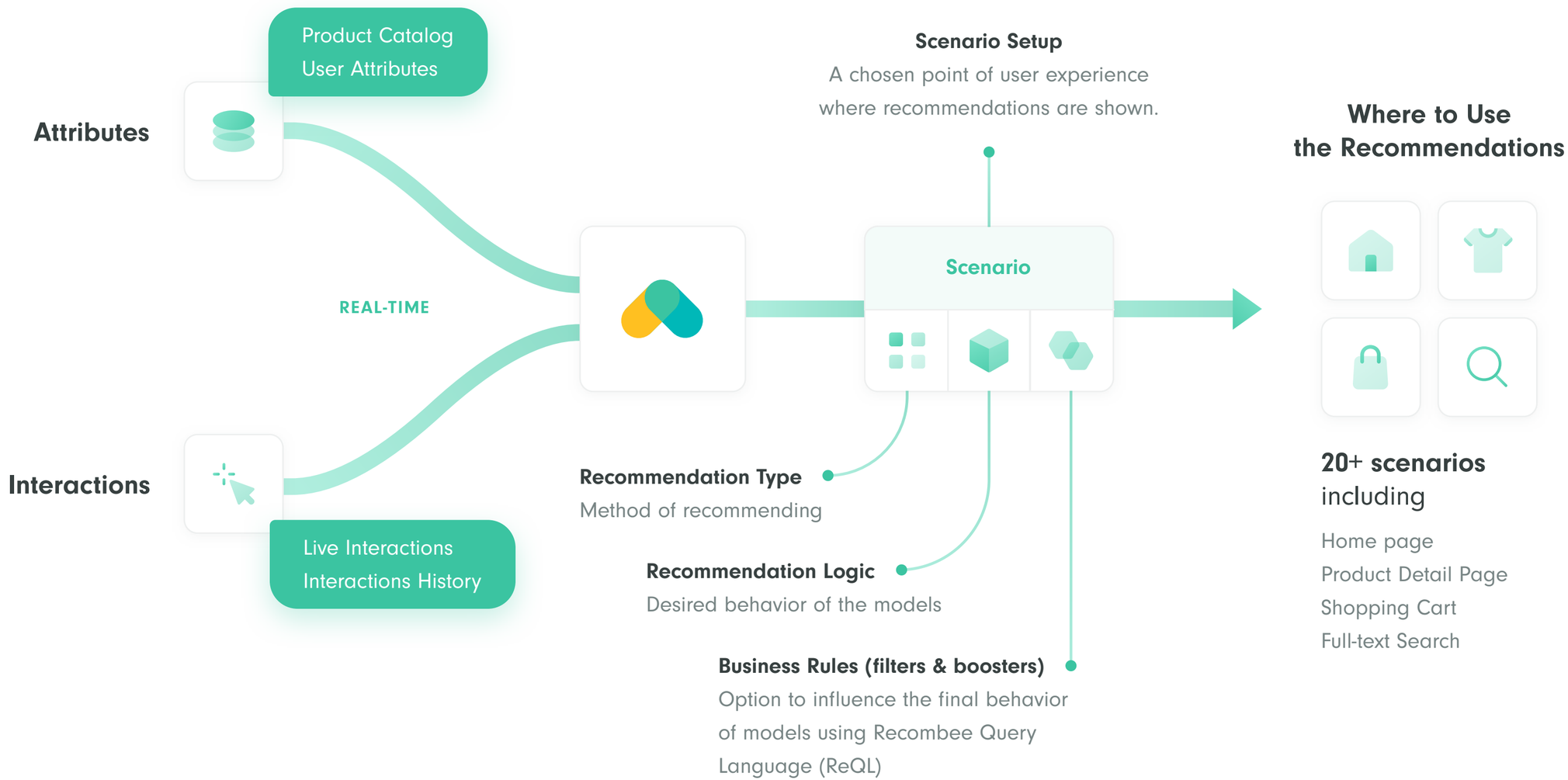
Add-to-cart principle product recommendations to encourage further purchases.

Low-price and price-independent items based on the business rules set by Complex.

Recommending available **products from the same category** (e.g. AMG or Mercedes Benz), that fit user behavior.

Personalized full-text search results based on user's interaction data and metadata.

Recombee Solution for Kunzmann

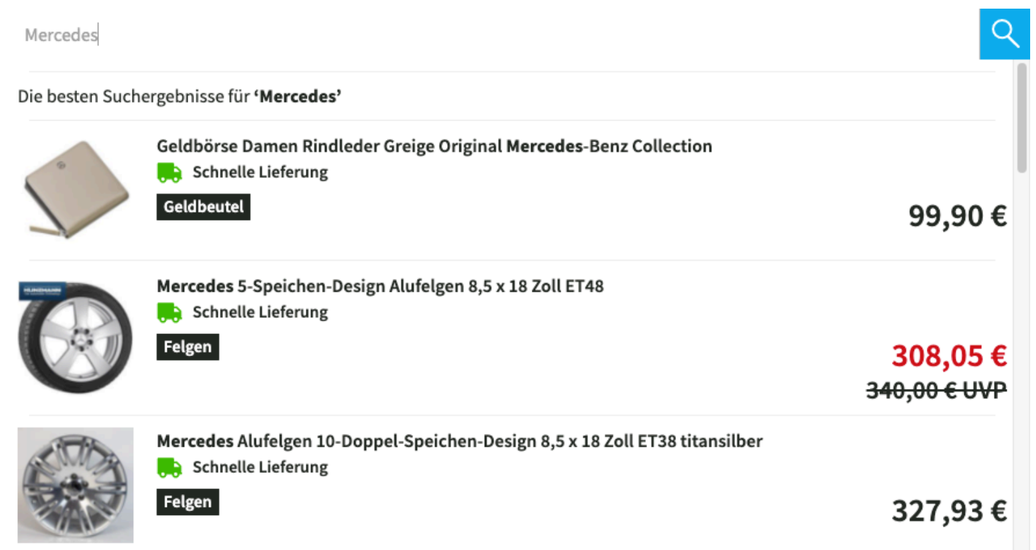


“Search Personalization”

Product Recommendations

Combination of search engine and recommender system to narrow individual searches to specific items to save customer’s time.

By using our search:personalized logic, leveraging our business rules to filter specific items, and setting up over 120 search synonyms in our Admin UI, Kunzmann managed to improve user experience across different sections of their website.



Search
Recommendation Type

search:personalized
Recommendation Logic

Filtering products that are out of stock
Business Rules

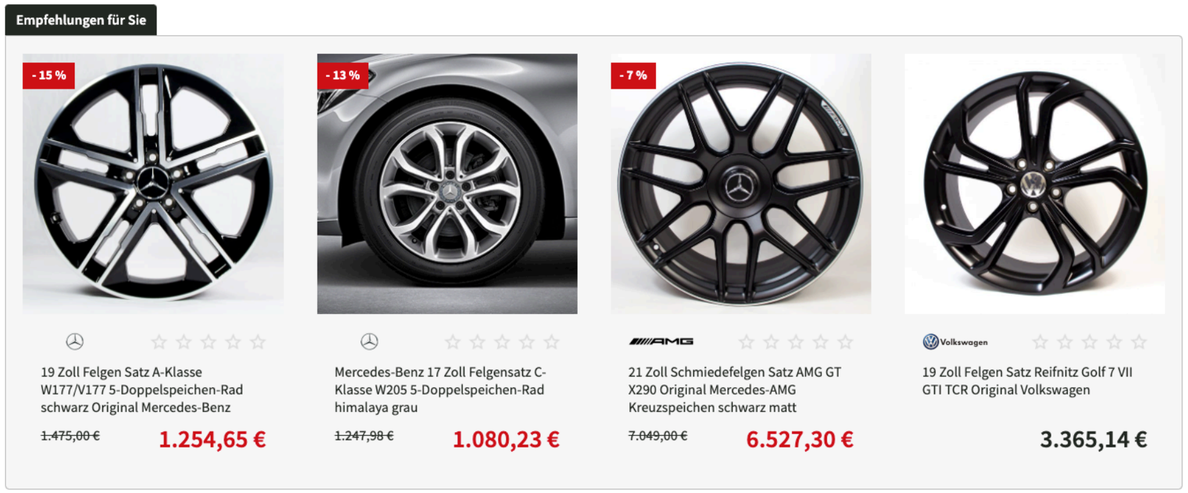
Recombee

“Recommendations For You”

Product Recommendations

When selecting a specific category of products (in this case Rim&Wheels), you will get a list of recommended products, which are provided to you with the recombee:default logic.

The goal of this logic (unique ensemble of models) is to offer the most relevant products even when there’s not enough data in the given context. The ensemble is being constantly improved by our own artificial intelligence to adapt to the incoming data.



Items to User
Recommendation Type

recombee:default
Recommendation Logic

Filtering products that are out of stock
Business Rules

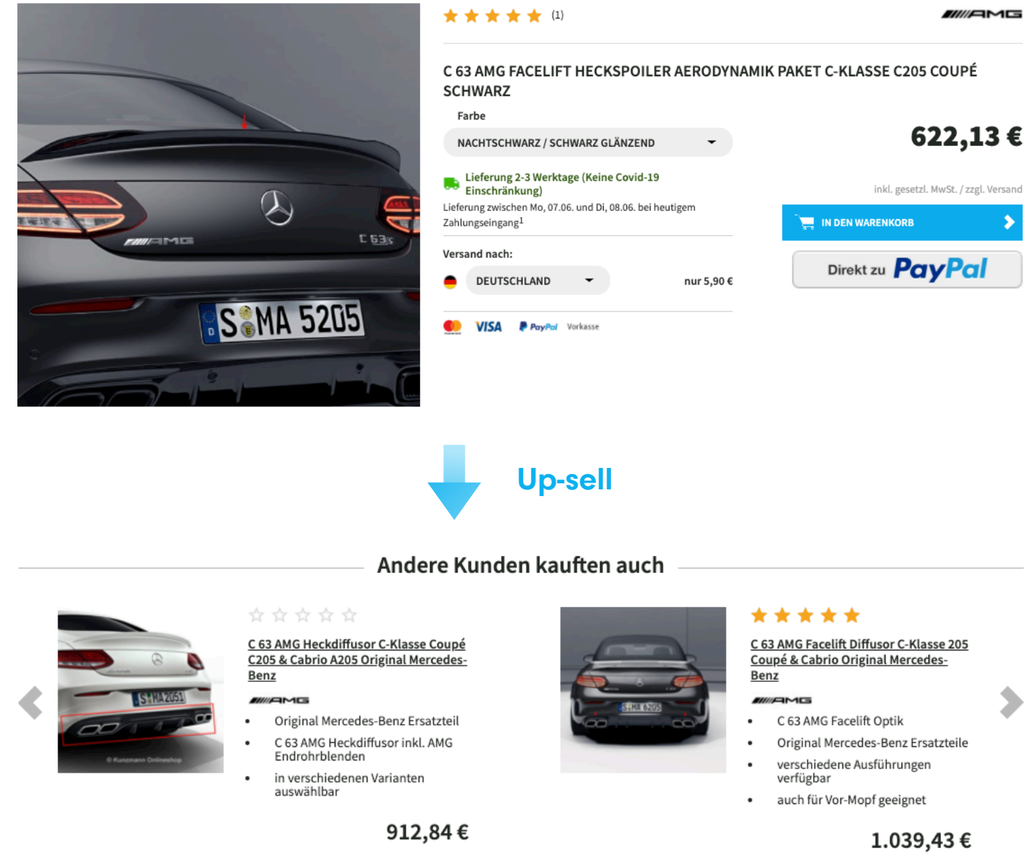
Recombee

“Other Customers Also Bought”

Product Recommendations

The scenario used on the product detail page for recommending alternative products to a currently viewed one by utilizing our ecommerce:similar-products logic.

In this case, as in most of the e-commerce use cases, the ensemble of models is used in combination with business rules (filtering cheaper products) to offer similar products which are more expensive (up-sell).



Items to Item
Recommendation Type

ecommerce:similar-products
Recommendation Logic

Filtering products with lower price
Business Rules

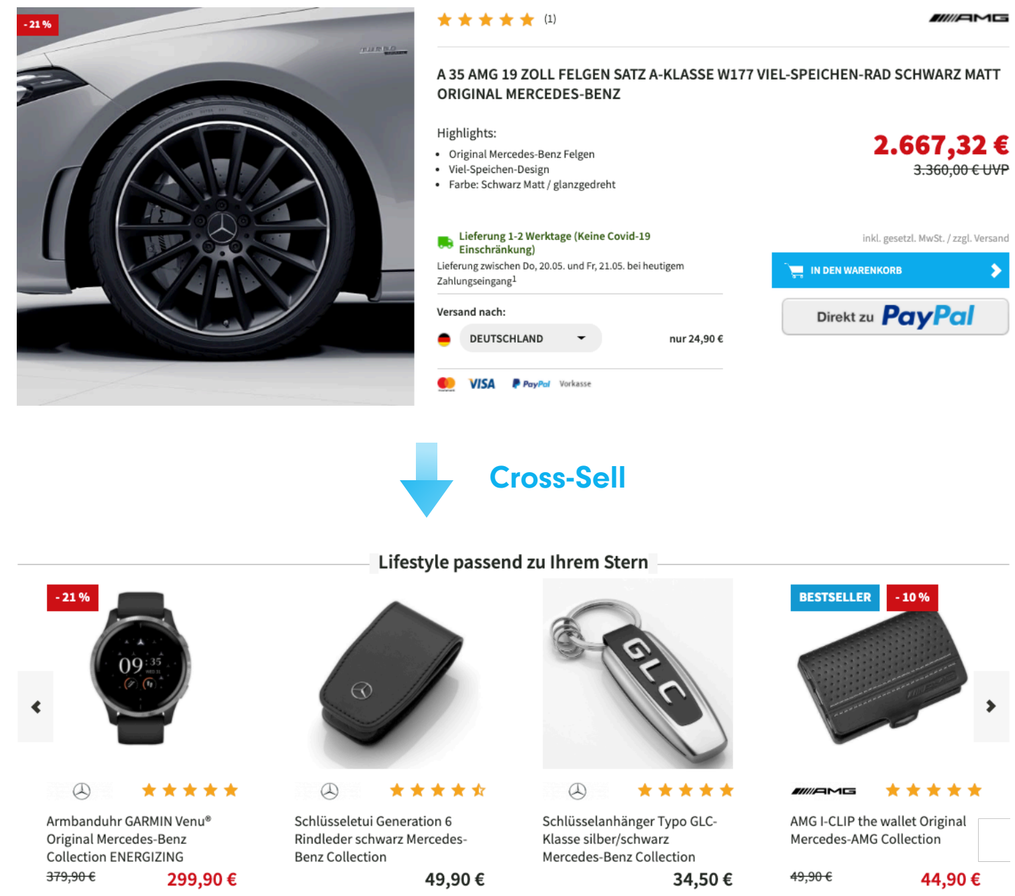
Recombee

“Lifestyle To Match Your Star”

Product Recommendations

The scenario used on the article detail page for recommending complementary products leveraging our ecommerce:cross-sell logic.

In this case, as in most of the e-commerce use cases, the ensemble of models is used for offering products, that are compatible with the currently viewed product (cross-sell).



Items to Item
Recommendation Type

ecommerce:cross-sell
Recommendation Logic

No
Business Rules

Recombee

“You Might Be Also Interested In”

Product Recommendations

After putting a specific product into the shopping cart during the checkout, there would be products recommended on the confirmation page with recombee:default logic.

Automatically AI optimized ensemble of both content-based and collaborative filtering models backed by popularity-based models to offer products that might increase the shopping cart value.

Items to User
Recommendation Type

recombee:default
Recommendation Logic

Filtering products with higher price
Business Rules

Recombee

Results

- **14% increase** in conversion rate after implementing Recombee
- **8% increase** in shopping cart volume
- **8% increase** in click-through rate
- Improvement and extension of customer's shopping session
  Better values in **time after search, search depth** and **drop in bounce rate**
- Activating personalization within 0.4 seconds, **avoiding downtimes**

"At Complex, we choose our tools very carefully - invest into intensive analysis, test phases and target specific KPIs. With Recombee, we found a compatible match that positively surprised us - easy integration, the API is comparatively simple and easy to understand, great personal support and any flexibility in the front end that you could wish for."

Pascal Pischel, Business Development, Complex GmbH & Co. KG

"Recombee is an amazing recommendation engine which we use for personalizing different parts on our website, including homepage, product detail page, and search. With their solution, we managed to increase our conversion rate by 14% and shopping cart volume by 8%. A great partnership and looking forward to improving our customer journey even more."

Dennis Ostner, Head of E-commerce, Robert Kunzmann GmbH & Co.

Recombee

"Why waste time and money on the development of your own recommender system, if you can use the most advanced engine tailored by data scientists."

Excellent **scalability, big data infrastructure**

Universal SaaS solution verified on **multiple verticals**

Real time machine learning

Simple and intuitive API + **SKDs** for easy integration

Research and improvements on sophisticated algorithms and AI

Graphical user interface for monitoring KPIs

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